

ORDER



Orders
Order / Rev: 185591
Alt Order #:
Product Desc: Obama for America
Estimate: 1798 Sked A
Flight Dates: 09/19/12 - 09/24/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: GMMB Inc.
Buying Contact: Kristen Keuleman
Billing Contact:
 1010 Wisconsin Ave, NW
 Washington DC, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: President/Obama (D)
Demographic: A25-54
Product Codes: PL1-President
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	19	\$19,075.00	\$16,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$19,075.00	\$16,213.75	0.00
Totals	19	\$19,075.00	\$16,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	25%	\$19,075.00
Market	100%	\$76,300.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	23%	\$17,549.00
KDEN+	0%	\$0.00
KDVR+	18%	\$13,734.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	2%	\$1,526.00
KUSA	29%	\$22,127.00
KWGN	3%	\$2,289.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
----	----	-------	-----	----------------	-------	----------------	------	-----	-------	------	-----	-----	------	-------	--------

Order / Rev: 185591
 Alt Order #:
 Flight Dates: 09/19/12 - 09/24/12

Advertiser: President/Obama (D)
 Product Desc: Obama for America
 Estimate: 1798 Sked A

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	09/19/12	09/21/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	--WTF--	:30	4	\$400.00	P3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		4				\$400.00		0.00			
N 2	KMGH	09/24/12	09/24/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	M-----	:30	1	\$400.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	09/24/12-09/30/12	6-7A News M-F/KMGH		6A-7A	M-----	:30		(\$400.00)		0.00	NM		
	Credited														
3	KMGH	09/19/12	09/21/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	--WTF--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		1				\$450.00		0.00			
N 4	KMGH	09/22/12	09/22/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$125.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$125.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	09/17/12-09/23/12	ABC GMA SAT		Sat GMA 6A-7A	-----Sa--	:30		(\$125.00)		0.00	NM		
	Credited														
N 5	KMGH	09/22/12	09/22/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$150.00	PREE	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	09/17/12-09/23/12	7-9a Sat Morning News		7A-9A	-----Sa--	:30		(\$150.00)		0.00	NM		
	Credited														
N 6	KMGH	09/23/12	09/23/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$200.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	09/17/12-09/23/12	7A-8A SUN MORN NEWS / 7A-8A			-----Su	:30		(\$200.00)		0.00	NM		
	Credited														
N 7	KMGH	09/23/12	09/23/12	THIS WEEK w/George S This Week	CA	8A-9A	-----S	:30	1	\$400.00	PREE	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	09/17/12-09/23/12	THIS WEEK w/George S.		8A-9A	-----Su	:30		(\$400.00)		0.00	NM		
	Credited														
N 8	KMGH	09/23/12	09/23/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$225.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$225.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	09/17/12-09/23/12	9A-10A SUN MORN NEWS / 9A-10A			-----Su	:30		(\$225.00)		0.00	NM		
	Credited														
9	KMGH	09/19/12	09/21/12	The View THE VIEW	CA	10A-11A	--WTF--	:30	2	\$825.00	P2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		2				\$825.00		0.00			
10	KMGH	09/19/12	09/21/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	--WTF--	:30	2	\$375.00	P2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--		2				\$375.00		0.00			
N 11	KMGH	09/24/12	09/24/12		CA	11A-12P		:30	1	\$375.00	P2	0.00	NM	0	\$0.00

Advertiser:	President/Obama (D)
Product Desc:	Obama for America
Estimate:	1798 Sked A

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				11A-12P News/KMGH			M-----								
				11A-12P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	M-----	1		\$375.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KMGH	09/24/12-09/30/12		11A-12P News/KMGH	11A-12P		M-----	:30	(\$375.00)	0.00	NM				
Credited															
12	KMGH	09/19/12	09/21/12	The CHEW	CA	1157A-1P	--WTF--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
				The CHEW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	--WTF--	2		\$300.00	0.00							
N13	KMGH	09/22/12	09/22/12	5-6p News Saturday	CA	5P-6p	-----S-	:30	1	\$300.00	P3	0.00	NM	0	\$0.00
				5pm News Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S-	1		\$300.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KMGH	09/17/12-09/23/12		5-6p News Saturday	5P-6p		-----Sa--	:30	(\$300.00)	0.00	NM				
Credited															
14	KMGH	09/19/12	09/19/12	ABC Wed A	CA	7P-8P	--W----	:30	1	\$3,275.00	P1	0.00	NM	1	\$3,275.00
				ABC Wed A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	--W----	1		\$3,275.00	0.00							
15	KMGH	09/19/12	09/19/12	Suburgatory	CA	830P-9P	--W----	:30	1	\$1,525.00	PREE	0.00	NM	1	\$1,525.00
				Suburgatory											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	--W----	1		\$1,525.00	0.00							
16	KMGH	09/20/12	09/20/12	ABC Thurs C	CA	9P-10P	---T---	:30	1	\$4,550.00	P1	0.00	NM	1	\$4,550.00
				ABC Thurs C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	---T---	1		\$4,550.00	0.00							
17	KMGH	09/21/12	09/21/12	ABC Fri B	CA	8P-9P	----F--	:30	1	\$1,575.00	P2	0.00	NM	1	\$1,575.00
				ABC Fri B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	----F--	1		\$1,575.00	0.00							
N18	KMGH	09/23/12	09/23/12	ABC Prime Time Emmys	CA	6P-9P	-----S	:30	1	\$7,000.00	P1	0.00	NM	0	\$0.00
				Prime Time Emmys											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$7,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KMGH	09/17/12-09/23/12		ABC Prime Time Emmys	6P-9P		-----Su	:30	(\$7,000.00)	0.00	NM				
Credited															
19	KMGH	09/19/12	09/21/12	Nightline	CA	1037P-1103P	--WTF--	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	--WTF--	2		\$800.00	0.00							
N20	KMGH	09/24/12	09/24/12	Nightline	CA	1037P-1103P	M-----	:30	1	\$800.00	P2	0.00	NM	0	\$0.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	M-----	1		\$800.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KMGH	09/24/12-09/30/12		Nightline	1037P-1103P		M-----	:30	(\$800.00)	0.00	NM				
Credited															
N21	KMGH	09/19/12	09/23/12	10P NEWS - M-F/SU	CA	10P-1037P	--WTF-S	:30	3	\$750.00	P3	0.00	NM	2	\$1,500.00
				10P NEWS (M-F/SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	--WTF-S	3		\$750.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	KMGH	09/17/12-09/23/12		10P NEWS - M-F/SU	10P-1037P		--WThF--Su	:30	(\$750.00)	0.00	NM				
Credited															

